

## WHAT IS CLAIMED IS:

1           1.       A method for reselling items in a network auction comprising:  
2           generating a suggested minimum bid and suggested auction duration for a previously-  
3           auctioned item;  
4           sending the existing item description, suggested minimum bid and suggested auction  
5           duration to a winning bidder and querying said winning bidder to resell the previously-auctioned  
6           item;  
7           responsive to a receipt of an affirmative reply from the winning bidder, reposting the  
8           previously-auctioned item for a new auction; and  
9           notifying previously unsuccessful bidders that the previously-auctioned item is reposted.

1           2.       The method of claim 1 further comprising generating said suggested minimum bid  
2           using historical bids from a previous auction of said previously-auctioned item.

1           3.       The method of claim 1 further comprising:  
2           if no bids are received in the new auction, generating a new suggested minimum bid; and  
3           sending the new suggested minimum bid to seller.

1           4.       The method of claim 1 further comprising:  
2           receiving a Web form from the successful bidder; and  
3           retrieving any modified pre-populated data from the Web form, wherein the previously-  
4           auctioned item is reposted using the modified data.

1           5.     The method of claim 4 further comprising, if the winning bidder declines to resell,  
2     inviting the winning bidder to repost said previously-auctioned item after a predetermined time  
3     interval.

1           6.     The method of claim 3 further comprising resetting said minimum bid price in  
2     response to an affirmative reply from said winning bidder.

1           7.     The method of claim 2 wherein said suggested minimum bid is generated using an  
2     extrapolation from previous bidding activity.

1           8.     A computer program product embodied in a tangible storage medium, the  
2 program product comprising programming instructions for:

3                 generating a suggested minimum bid and suggested auction duration for a previously-  
4 auctioned item;

5                 sending the existing item description, suggested minimum bid and suggested auction  
6 duration to a winning bidder and querying said winning bidder to resell the previously-auctioned  
7 item;

8                 responsive to a receipt of an affirmative reply from the winning bidder, reposting the  
9 previously-auctioned item for a new auction; and

10                notifying previously unsuccessful bidders that the previously-auctioned item is reposted.

1           9.     The computer program product of claim 8 further comprising programming  
2 instructions for generating said suggested minimum bid using historical bids from a previous  
3 auction of said previously-auctioned item.

1           10.    The computer program product of claim 8 further comprising:  
2 if no bids are received, generating a new suggested minimum bid; and  
3 sending the new suggested minimum bid to seller.

1           11.    The computer program product of claim 8 further comprising circuitry operable  
2 for:

3                 receiving a Web form from the successful bidder; and

4                 retrieving any modified pre-populated data from the Web form, wherein the previously-  
5 auctioned item is reposted using the modified data.

1           12.    The computer program product of claim 11 further comprising programming  
2 instructions for, if the winning bidder declines to resell, inviting the winning bidder to repost  
3 said previously-auctioned item after a predetermined time interval.

1           13.    The computer program product of claim 10 further comprising programming  
2 instructions for:  
3           resetting said minimum bid price in response to an affirmative reply from said winning  
4 bidder.

1           14.    The computer program product of claim 9 wherein said suggested minimum bid is  
2 generated using an extrapolation from previous bidding activity.

1           15.    A data processing system for reselling items in a network auction comprising:  
2           generating a suggested minimum bid and suggested auction duration for a previously-  
3 auctioned item;  
4           sending the existing item description, suggested minimum bid and suggested auction  
5 duration to a winning bidder and querying said winning bidder to resell the previously-auctioned  
6 item;  
7           responsive to a receipt of an affirmative reply from the winning bidder, reposting the  
8 previously-auctioned item for a new auction; and  
9           notifying previously unsuccessful bidders that the previously-auctioned item is reposted.

1           16.    The data processing system of claim 15 further comprising circuitry operable for  
2 generating said suggested minimum bid using historical bids from a previous auction of said  
3 previously-auctioned item.

1           17.    The data processing system of claim 15 further comprising:  
2 if no bids are received, generating a new suggested minimum bid; and  
3 sending the new suggested minimum bid to seller.

1           18.    The data processing system of claim 15 further comprising circuitry operable for:  
2 receiving a Web form from the successful bidder; and  
3           retrieving any modified pre-populated data from the Web form, wherein the previously-  
4 auctioned item is reposted using the modified data.

1           19.    The data processing system of claim 18 further comprising circuitry operable for,  
2 if the winning bidder declines to resell, inviting the winning bidder to repost said previously-  
3 auctioned item after a predetermined time interval.

1           20.    The data processing system of claim 17 further comprising circuitry operable for:  
2 resetting said minimum bid price in response to an affirmative reply from said winning  
3 bidder.